



CUSTOMER ADVOCACY PRACTICE

The logo features the word 'CAPARDS' in a bold, stylized, blue font. The letters are composed of geometric shapes, with some containing white or yellow accents. Below the main logo, the words 'CUSTOMER ADVOCACY PRACTICE' are written in a clean, black, sans-serif font.



Captive Collective

The logo for Captivate Collective, featuring a stylized white icon of a person or a group of people inside a blue square, followed by the text 'Captive Collective' in a white, sans-serif font.



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# CAP Awards

## *Celebrating Excellence in Advocacy*

In a practice that's still being defined and refined, the CAP Awards by Captivate is an innovative vendor agnostic awards program exclusively designed to honor and celebrate customer engagement that's driving impact, for organizations and the customers who power them. Emphasizing strategy and results above all else, the CAP Awards level the playing field by acknowledging the brilliance of innovative and talented customer advocacy professionals who are doing excellent work, regardless of the tools they use. No hidden agendas, no shoe-ins, no limitations. Whether you use cutting-edge software or a basic spreadsheet, have a big or modest budget, work at an enterprise or a start-up, the CAP Awards exist to celebrate excellence in customer advocacy, period.



**CATEGORIES**



# 2023 Awards Categories

**Advocacy  
Impact**

**Advocacy  
Program  
Brand**



**Advocate  
Engagement  
Campaign**

**Exceptional  
Advocacy  
Portfolio**

**Lifecycle  
Advocacy**

**The  
Advocacy  
Mindset**

**Advocate  
of the  
Year**

 New for 2023



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# Advocacy Impact

Show me the money!

This customer advocacy program has demonstrated measurable impact to both their customer base and organization.

This has been demonstrated with *quantitative and qualitative results*. Whether focused on the three Rs - reviews, referrals and references - or expanding into other metrics that matter to their organization, this practitioner has implemented the right processes and tools to accurately and systematically track the business impact of customer advocacy, and reports that value back into the business on a regular basis.



What are your program's KPIs/OKRs for customer advocacy?



How are you and/or your team tracking and reporting the business impact of customer advocacy?



Describe how your program's strategy aligns to your business' current key priorities?



What are the quantitative and qualitative result highlights your program has achieved in the last year?



What platform(s) or tool do you currently use to execute your customer advocacy initiatives? (optional)

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# Advocacy Program Brand

More than just a name.

This customer advocacy program is recognized by its customers and beyond for its compelling brand identity and seen as a gold standard in advocacy program branding.

There are a lot of advocacy programs out there; what makes yours stand out? There's so much more to naming a program than picking a word from a list. An exceptional advocacy brand is built on *a deep understanding of the target audience, a clearly defined value proposition, foundational program values* that guide day-to-day execution and an intentional program personality.



In your own words, why does brand play an important role in a successful advocacy program?



What is the name of your advocacy program? Why did you choose this name and how does it reflect your members and the priorities of the program?



What is your program's purpose, vision, mission and values? How did you define these elements of your program brand? Describe your process.



What is the value proposition of your program to members? How is this value proposition manifested on a day-to-day basis?



How have you created an intentional program personality? Share if/how you use archetype, voice, and visuals.



How has your program brand gained recognition beyond your own organization and client base? What has been the impact for you, your company, and your customers?



Please provide examples of program brand in action. For example, program experiences, messaging, and visual identity.



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# Advocate Engagement Campaign

Where creativity meets results.

Advocacy campaigns are launched every day but only a few leave an impression on both the organization and the customer's experience.

We're looking for the most exciting as well as the most impactful advocacy campaigns that have successfully combined *great ingenuity, a memorable customer experience and actionable engagement*, all resulting in some serious measurable results. If you've tapped into the power of a well-executed campaign to drive customer advocacy, this is an award for you.



Describe your customer advocacy or engagement campaign theme and goals.



How did you and/or your team bring the campaign to life? Explain the tools, creative process, teams and tactics.



What outcomes did you and/or your team achieve running this campaign? Provide specific metrics, if possible.



What actions, if any, did you and/or your team take after the campaign to maximize the value delivered to the business or participants?



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# Exceptional Advocacy Portfolio

A holistic advocacy strategy.

You've long-since discovered that there is no one-size-fits-all approach to building relevant customer nurture and engagement that leads to advocacy. By honing in deeper on the individuals who make up your customer base and focusing on relevance at scale, you've developed a holistic advocacy *portfolio*, housing multiple advocacy programs, *aligned by a strong brand, overarching metrics, collaborative processes and team resourcing*. Your advocacy portfolio exhibits the evolution of the customer advocacy practice and the teams that support it.



Describe the portfolio of customer programs you and/or your team run to support your advocacy goals.



Describe how you and/or your team have matured the internal, cross-functional collaboration model for customer advocacy in your organization.



What is it about your advocacy brand that your customers connect with?



How have you and/or your team gained executive and c-suite visibility and support in your organization?



What platform(s) or tool(s) do you and/or your team currently use to support the management and execution of your advocacy portfolio? (optional)





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# Lifecycle Advocacy

## Tying advocacy activation to the customer journey.

This customer advocacy program encapsulates the idea that “advocacy is a practice, not a platform,” leaning into the fact that advocacy happens everywhere, not just the spaces we create for self-admitted customer advocates. Not everyone is a card-carrying advocate, but this organization understands that there are still opportune moments for nurturing and motivation throughout their brand experience.

They lead the way in practice evolution by integrating advocate engagement strategies into the tools and processes that support the customer journey. They look for new and innovative ways to leverage data to pinpoint key opportunities for high-impact moments, and they have a constant pulse on how customer engagement and advocacy are evolving, never settling for a one-size-fits-all approach, but instead seeking to ensure every customer advocacy touchpoint is anchored in relevance.



In your own words, what is lifecycle advocacy?



What innovative lifecycle advocacy strategies have you and/or your team implemented at your company?



What has been the biggest challenge you and/or your team have overcome implementing lifecycle advocacy?



What outcomes have you and/or your team achieved by implementing a lifecycle advocacy strategy?



What platform(s) or tool do you currently use to execute your lifecycle advocacy efforts?



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# The Advocacy Mindset

Think value first.

This professional embodies the advocacy mindset by developing and executing advocacy strategies that lead with customer value first.

They have an innate ability to nurture deep relationships with their customers, while at the same time understanding how to harness the power of relationship to lead to business growth. They have contributed to the advocacy community, and are more interested in growing the practice than ensuring a solo spotlight.



In your own words, what does embracing an *Advocacy Mindset* mean to you?



How have you exhibited an *Advocacy Mindset* through your work with customers?



What are you doing to instill an *Advocacy Mindset* inside your business?



What are the measurable outcomes you have experienced from leading with an *Advocacy Mindset*?



How have you participated in and contributed to the growth of the broader customer advocacy community and practice?



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# Advocate of the Year

Recognizing the advocate behind advocacy.

A chance to shine the spotlight where it truly belongs - on your customer.

This advocate partnered with your organization and advocacy team to drive value for both your organization and for themselves. *They exhibit the ideal customer any vendor would be lucky to have.* Whether they've played a high-profile role in telling their customer experience story or have quietly worked behind the scenes as an extension of your team, now is your chance to recognize them for their commitment to customer collaboration and support of your customer advocacy initiatives. This award is designed to pay it forward to those who make our profession possible and who make it so much damn fun to do.



Who is your advocate of the year? (Name, Title, Organization, Email, Name of Your Program They're a Member Of)



What makes this advocate special to you and your organization?

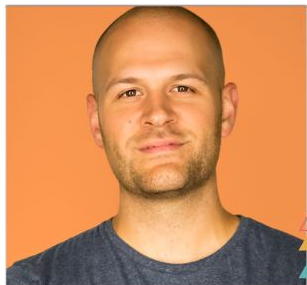


How have you and your organization delivered value to this advocate?



How has this advocate demonstrated value to your organization?

# OUR 2023 JUDGES



**RYAN FARMER**  
MAD GENIUS



**ROBIN HAMILTON**  
INEVIDENCE



**CYNTHIA HESTER**  
GOOGLE CLOUD



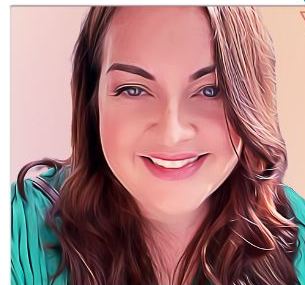
**EVAN HUCK**  
USEREVIDENCE



**JULIE PERINO**  
ADOBE



**MARK ORGAN**  
CATEGORYNAUTS



**CRISTINA MELLUZZI**  
CISCO

A large, dark blue graphic consisting of a stylized 'E' on the left and a stylized 'X' on the right, both formed by thick, rounded lines. The 'E' is a semi-circle on the left and a vertical bar on the right. The 'X' is formed by two thick, rounded lines crossing in the center.

**TIMELINE**

# CAP Awards Timeline

6/5-7/7

Application  
Period

Judging | Round 1  
Captive  
Collective

7/10 -  
7/18

7/21

Finalists  
Announced

Judging | Round 2  
Judging  
Panel

7/24 -  
7/31

8/14 -  
8/18

Awards  
Week

*the*  
**OXAP**  
**AWARDS**  
*are here.*

**Ready to start?**

**APPLY NOW**

(click link)